

Food Safety and Private Sector Partnerships



Feed the Future Innovation Lab for Food Safety
March 16, 2021

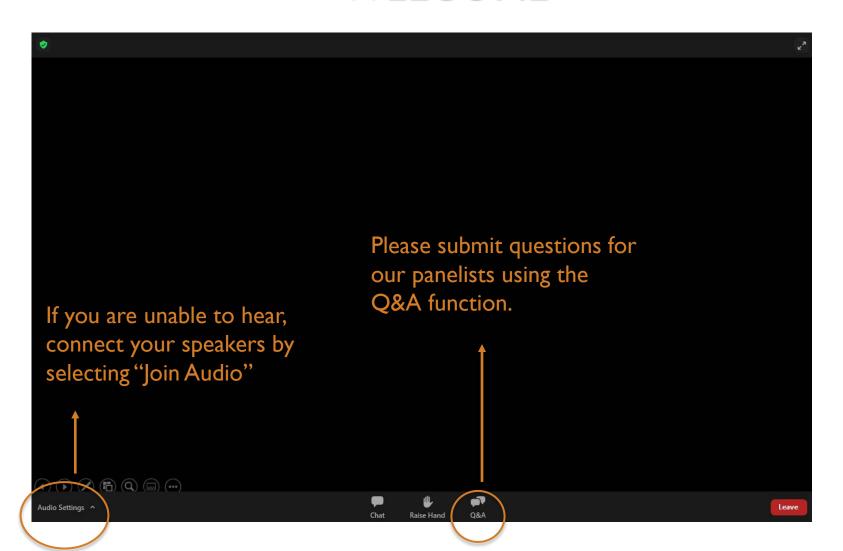








WELCOME





MODERATOR



Haley Oliver

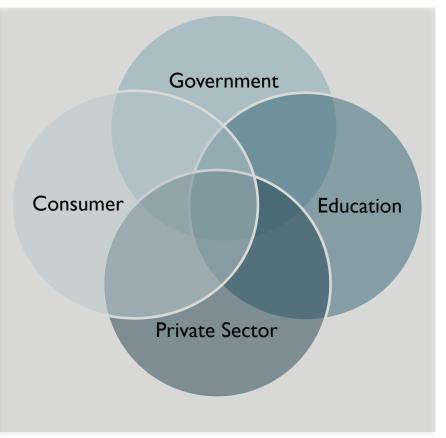
Director of the Feed the Future Innovation Lab for Food Safety

Professor of Food Science Purdue University



FOOD SAFETY: A SUPPLY & DEMAND CASE STUDY

Food safety influencers





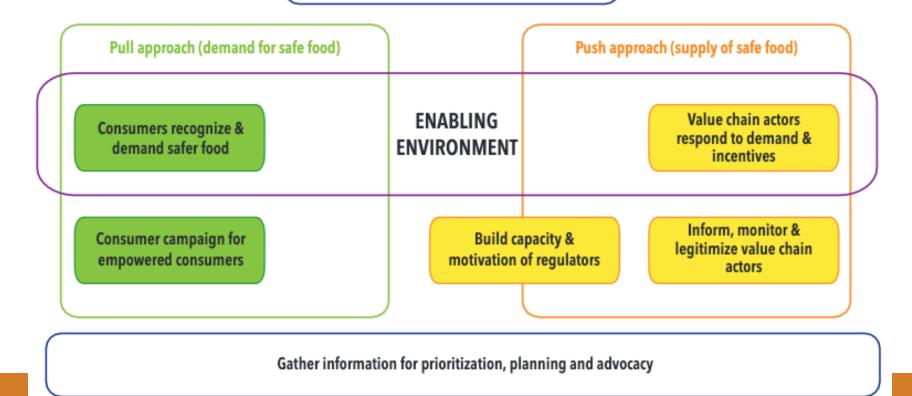






Food Safety is Supply and Demand Driven

Reduced burden of disease, professionalizing informal sector, appropriate governance





AGENDA

Kelley Cormier - 10 min.

U.S. Agency for International Development (USAID)

Howard Popoola – 10 min.

Corporate Food Technology and Regulatory Compliance The Kroger Company

Greg Grothe - 10 min.

Design and Technical Services
Land O'Lakes Venture 37

Thoric Cederström – 10 min.

Research and Learning for Business Drivers for Food Safety Food Enterprise Solutions

Panel discussion - 30 min.



SPEAKER



Kelley Cormier

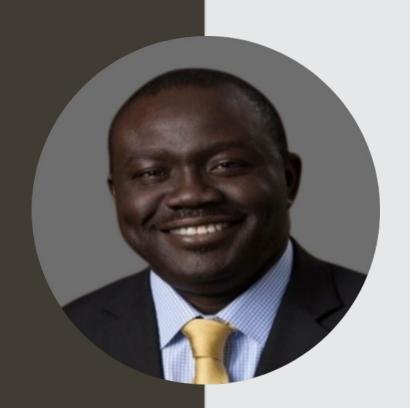
Food Safety Division Chief in the Center for Nutrition

Bureau for Resilience and Food Security

United States Agency for International Development (USAID)



SPEAKER



Howard Popoola

Vice President for Corporate Food Technology and Regulatory Compliance

The Kroger Company





Food Safety and Private Sector Partnership 03/16/2021



Introducing Kroger

137 Years

475,000 Associate

2800 Retail Stores

33 Manufacturing Plants

42 Warehouses

\$3B Private label Business

Over 20,000 suppliers world-wide





Why is this important to Kroger

Hunger Reduction

- Zero Hunger Zero Waste

Growth and Opportunities for ALL

-Government, Producers and Processors

A Healthier Planet







Engagement

Supplier Community

- Partnering for success
- Emphasizing the importance of food safety for market penetration

Government

Ensuring standards adherence

Leveraging harmonized standards

Organizations

Global Food Safety Initiative (Global Market Program)

FSIL

Multinational Manufacturers and Retailers

Lending a helping hand in building food safety capacity









Thank You





SPEAKER



Greg Grothe

Director of Design and Technical Services

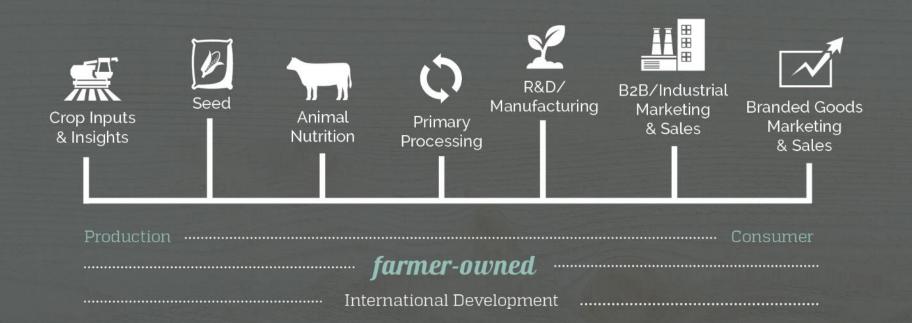
Land O'Lakes Venture 37



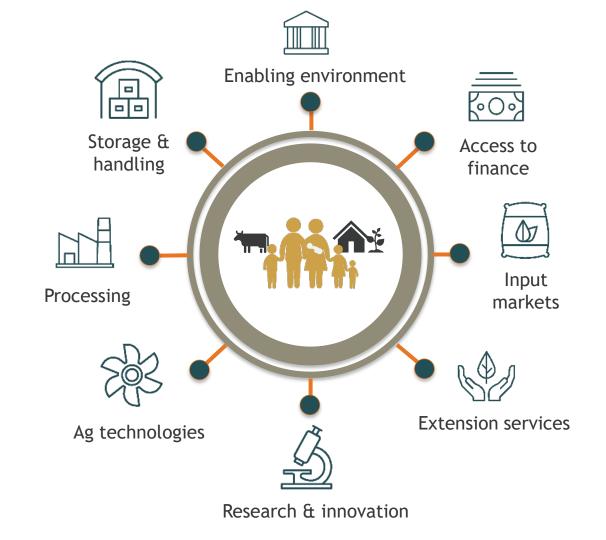


LAND O'LAKES, INC.

{ AN END-TO-END VIEW }



Improving food safety in agricultural market systems



Food Safety – Areas of Focus

Producers	 Address physical, chemical and biological hazards GAP, IPM, Post-Harvest Handling
Processors	 Prerequisite programs such as Good Manufacturing Practices (GMP) and Sanitation Programs Preventative control measures (e.g. HAACP)
Supply Chain	- Traceability requirements stipulated by Food Safety Modernization Act Foreign Supply Verification Program
Consumer Education	Social behavioral changeFood safety and hygiene at home
Product Differentiation	- Feature food safety and quality in marketing and brand

FEED SAFETY = FOOD SAFETY

NOURISHING PROSPERITY ALLIANCE















REGULATIONS BENCHMARKING

INTERNATIONAL GUIDANCE AND REFERENCE DOCUMENTATION

RISK ANALYSIS

PUBLIC-PRIVATE DIALOGUE



Farmer to Farmer Food Safety and Quality Program –

2019-2021

- Supports 50 SMEs across Egypt, Lebanon and Bangladesh to achieve stronger food safety and quality controls
- Supports local educational institutions to strengthen food Safety and Quality training curricula.
- Over 85 compliance gaps have been addressed using the Global Markets Programme tooklit
- Increased market access for SMEs and production and trade of safer foods.





USAID Rwanda Dairy Competitiveness Program II (Dairy and Livestock)

- The Ministerial Order on Milk Handling and Transportation was issued
- A national Seal of Quality program was established to differentiate milk produced using food safety practices.
- 142.5 million liters of milk was marketed through collection centers supplied with Seal of Quality kits, and over 58 novel products were labeled with the Seal of Quality.
- A national dairy campaign Shisha Wumva "feel the goodness" reached 1.6 million people with messaging on the nutritional benefits of safe milk consumption.





SPEAKER



Thoric Cederström

Director of Research and Learning

Food Enterprise Solutions



Business Drivers for Food Safety (BD4FS)

Market-Oriented Solutions to Advancing Food Safety and Creating Local and Export Economic Opportunities

Thoric Cederström, PhD
Director of Research and Learning
Food Enterprise Solutions
https://www.foodsolutions.global/







Issues:

- Foodborne pathogens undermine the health and well-being of hundreds of millions of people across the globe each year.
- Inadequate food handling practices and poor infrastructure across supply chains increase health risks to consumers, in addition to being root-causes of pre-consumer loss and waste in the overall food system.

Business Drivers for Food Safety (BD4FS):

- A five-year USAID Feed the Future (FTF), multi-country initiative (Senegal, Nepal, Ethiopia)
 working to accelerate the adoption of food safety practices in local food systems.
- We do this by partnering with local agri-food actors growing food businesses to co-design and implement incentive-based strategies to improve food safety, retain nutrient content, and mitigate pre-consumer food loss.
- Growing food businesses (GFBs): SMEs with a desire to grow; entrepreneurs that recognize the importance of improved food safety management practices to grow their businesses.

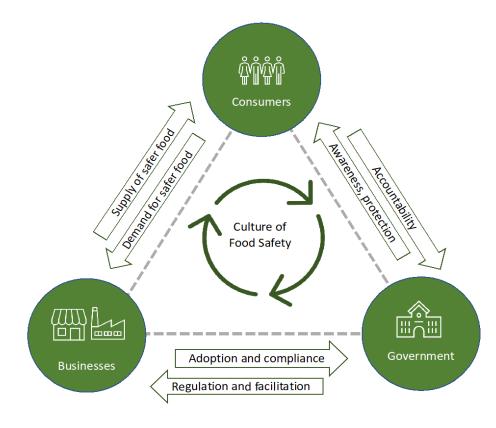






Food safety management based on *shared responsibility* in promoting a *culture of food safety* to reduce food safety risks

Promoting a Culture of Food Safety





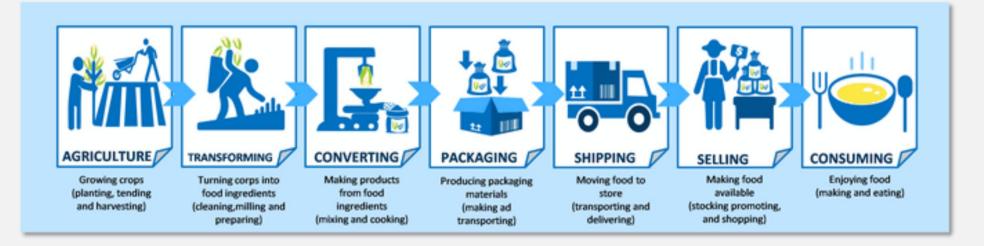
Adapted from the World Health Organization, as described in Jaffee, Steven, Spencer Henson, Laurian Unnevehr, Delia Grace, and Emilie Cassou. 2019. *The Safe Food Imperative: Accelerating Progress in Low and Middle-Income Countries*. Agriculture and Food Series. Washington, DC: World Bank.

Enterprise Solutions



FOOD CHAIN: BD4FS is Farm-forward to the Consumer Gate

A Focus of Food Suppliers in the Food System Risk of Contamination: all along the food chain

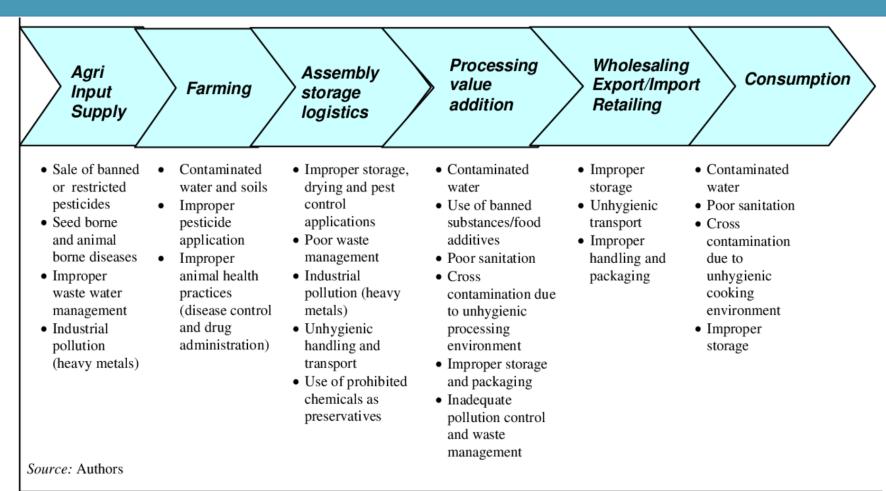


BD4FS Direct Intervention: farm-forward to pre-consumer





Potential Sources of Food Safety Risks along the Food Chain



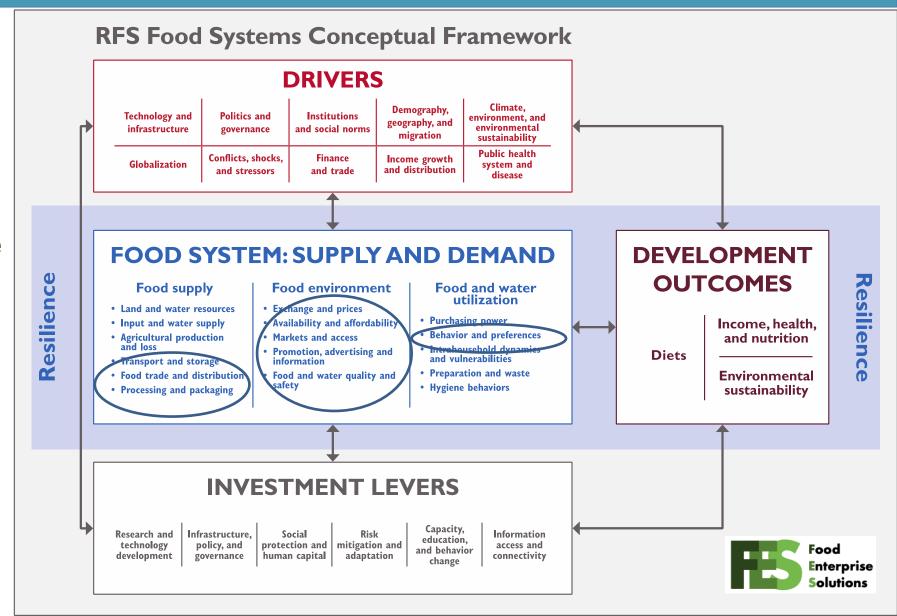


Source: Umali-Deininger, D. and M. Sur. "Food Safety in a Globalizing World: Opportunities and Challenges for India." *Agricultural Economics* 37 (2006): 135-147.

Enterprise

Solutions

Food Systems
Approach:
Where we work in the
USAID RFS Food
Systems Conceptual
Framework







Some conceptual enablers and barriers faced by GFBs to adopt food safety practices and technologies

Shared responsibility in promoting a culture of food safety to reduce risks

Source	Enablers (Incentives)	Barriers (Disincentives)				
EXTRINSIC						
Consumers	 Increased demand brought by - Shift in preferences toward safer foods Willingness to pay for safer foods 	 Consumer price sensitivity Lack of awareness on food safety, consumer indifference 				
Government	 Tax incentives, subsidies and other financial incentives Infrastructure investments Transparent minimum safety standards Business investment and trade facilitation Information and other resources 	 Sanctions and punishment Authoritative approach to enforcement Opportunistic corruption by businesses and systemic corruption 				
INTRINSIC						
Businesses	 Expanded market for products Increased sales Reduced losses Reduced operating costs Improved product appeal 	 Investment cost Lack of knowledge on food safety High staff turnover Lack of clean water supply Thin margins, especially at small scale 				







Investments in food safety can potentially have both positive and negative effects on different stakeholders

Development
Hypothesis:
Mitigate the
challenges &
leverage the
opportunities.

Stakeholder	Investments/actions	(+)	(-)
Businesses	 Access to affordable finance Capacity development on food safety practices, culture of food safety Technical support on business operations and efficiency Technical support on product development 	 Improved business performance Compliance with food safety standards Crowd in other investors and actors in safe food supply 	Effects on the informal food sector unknown (e.g., village kiosks)
Consumers	Programs for consumer awareness and education	 Increased supply of safer food Improved choices in local food markets Reduced incidence of foodborne diseases 	Rise in secondary markets for unsafe reject foods
Government	 Public-private investments in infrastructure – water, sanitation, electricity, markets, collection centers Tax and financial incentives to businesses Minimum food safety standards Trade and investment facilitation Information and resources on food safety Transparent enforcement of regulations, testing and quality control Measures to curb corruption 	 Improved infrastructure and services in geographic area Improved public health indicators, disease burden Expanded markets and trade, economic growth 	Increased public debt





BD4FS Process:
Discovery,
Design,
Deployment,
Documentation,
Dissemination

Discovery - Desk Review (ongoing LOP)

Relevant literature on Food Safety country specific and global.

- Foodborne disease burden
- Key drivers & constraints
- Regulatory environment
- Overall WASH conditions
- Best practices

Discovery - Field Observations

Mixed methods - participatory risk assessment; food shed assessment; food safety landscape; situational constraints analysis

Design - Stakeholder Engagement

Evaluate, validate, and identify / agree upon potential interventions: Key informant interviews; workshops; hack athons; surveys

Documentation - Monitoring, Evaluation and Learning (continual)

Iterative participatory learning process with stakeholders at all levels

Develop appropriate metrics.

Evaluate interventions.

Document and disseminate findings.

Design - Review and Planning

Based on findings and stakeholder feedback develop interventions to improve food safety.

Develop the intervention design to test the proposed push and pull approaches.

Modify interventions based on MEL data. Re-evaluate.

Deployment - Interventions

Implement the interventions identified and agreed upon through the stakeholder engagement process.

Monitor, reflect, and evaluate with participatory methods with stakeholders to arrive at key interventions that work in specific contexts. Dissemination

in Food Safety Practices





Making the
Business
Case for Food
Safety





Taste





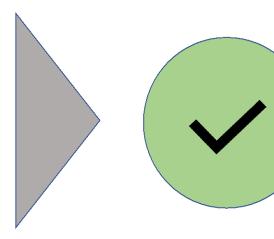


















Cool n' Clean: Essential Actions for Safer Food

Two key aspects of safer food management: temperature control (cool) and sanitation/hygiene (clean).

Cool:

- Temperature control
- Use of food crates and containers
- Food tracking
- Food packaging and labeling

Clean:

- Worker personal health, hygiene, and hand washing
- Use of safe water
- Control of cross-contamination
- Sanitation of work areas
- Pest control in work areas

HACCP standards are impossible for many aspiring GFBs, but there are stepwise actions that can be taken along the safer food management journey. Is there a bronze standard as an initial step in the right direction?







Research Agenda: Strengthening business contribution to the culture of food safety

Overall: Understand what drives GFBs and informal markets, and how they come to adopt and sustain food safety practices (FSPs).

Specific:

- To what extent consumer awareness of food safety and consumer willingness to pay for safer food influence GFB decisions to invest in food safety.
- How some GFBs have been able to surmount their business challenges of chronically low margins and limited and inconsistent revenue to adopt safer food practices and technologies. (positive deviants)
- The similarities and differences in business models of GFBs in the formal and informal sectors and how it could affect FSPs.







Research Agenda: Strengthening business contribution to the culture of food safety

Specific (continued):

- The key elements in the enabling environment (e.g., access to affordable financing, improved infrastructure, technical support, and clear rules and regulations) and demonstrated impact on GFB uptake of safer food practices and technologies.
- Impacts of government enforcement of food safety standards, rules, and regulations on GFBs, both positive and negative.
- To what extent the supply to export and other more profitable markets has incentivized GFBs to supply domestic food markets with safer foods and food products.







Food Safety and Private Sector Partnerships

Panel Discussion



Kelly Cormier
USAID Perspective on
Food Safety and Private
Sector Partnerships



Howard Popoola
Standards and Creating
Economic Opportunity



Greg Grothe
Markets and Social
Enterprise



Thoric Cederström
Business Drivers for Food
Safety









THANK YOU



A link to the recording and presentations will be emailed to attendees next week

Feed the Future Innovation Lab for Food Safety









Next webinar:

Identifying Behavioral Drivers of Effective Food Safety Policy

April 27, 9-10:30 EDT

Register or sign up for email updates through links in the chat.



FEEDIFUTURE

The U.S. Government's Global Hunger & Food Security Initiative





